



CITY OF OREM  
Summerfest Commission Meeting Minutes  
Wednesday, January 21, 2015  
5:15 p.m.

**CONDUCTING:** Teresa Horn, Boutique

**ATTENDING:** Leslie Anderson, Baby Contest  
Diane Asay, Entertainment  
Wally Harkness, Sponsors, Booklet, Appreciation Dinner  
Jim Lauret, Grand Parade  
Kena Mathews, Children's Crafts, Student Marshal's  
Peggy Philbrick, Entertainment  
Kathy Pranger, Food Vendors, Breakfast  
Rob Shaw, Car Show, Children's Parade  
Jason Adamson, Risk  
Kent Allen, Purchasing  
Laura Bascom, Volunteer Coordinator  
Margaret Black, City Council  
Charlene Crozier, Arts Council  
Jim Orr, Park Liaison  
Chris Tschirki, Director of Public Works  
Jill Winder, Administrative Support  
Peter Wolfley, Web/Social Media

**ABSENT/EXCUSED:** Ryan White, Appreciation Dinner, Hospitality Tent, AirMed  
Jim Lauret, Grand Parade

**GUEST:** Vernon Stout, Founder of Freedom Vehicles

**Welcome, Introductions & Approval of Minutes**

Chris Tschirki brought the meeting to order by welcoming everyone to the January Summerfest meeting, our first one for 2015. Just as a reminder, all meetings are recorded in compliance with the State and City Ordinance. Teresa Horn started the meeting by asking the committee for the approval of the July minutes. Kena Mathews made a motion to accept the minutes with Leslie Anderson seconding the motion. All attending committee members voted unanimously to accept the meeting minutes.

### **Selection of 2015 Chair and Vice Chair**

The first order of business is to elect a new Chair and Vice Chair. This takes place by way of a formal vote by the committee members only. At this time there are 2 committee members that have not been officially appointed. Before we take a vote, let's take a moment and introduce ourselves and give a brief personal background about ourselves, and the events that you are over. Each person then took a moment to introduce themselves.

Next on the agenda is to elect a new Chair and Vice Chair. *Wally Harkness made the nomination for Teresa Horn to be the Chair of 2015 Summerfest. Kathy Pranger made the motion to second with all attending committee members voting unanimously.* In the past we have elected a Vice Chair to work with or take charge in the absence of the Chair. Chris added that this is good to have someone else with this designation as Vice Chair, so if the committee wants to do this we can. *Wally next nominated Kena Mathews as Vice Chair with Teresa Horn making the second motion with all committee members voting unanimously.*

### **Clerical Updates**

Jill Winder has given everyone an update packet for their binders or an updated binder for the new members. Jill passed around the Committee Information Sheet. Please verify the information for you is correct. If you want something marked "Private" please note that and Jill will mark it in red which is only for committee members to use.

### **Budget Review**

A review of the budget from last year was completed. A copy of the 2014 Budget Overview was passed around and Chris commented that last year we had an overall revenue generation of \$32,145.00 and expenses were \$41,683.77. We were a little over, but Chris feels we still did quite well. These numbers do not include the in kind donation from Bennett Communication of around \$9,000.00 for the booklets. We appreciate Bennett Communication's support and donation the last couple of years. However they do receive funds through advertising in the booklet, which helps offset their cost. The outline of the expenses for each event has been broken down and they were passed out to each of the committee members for their events they were over. Margaret Black asked how are we covering the \$9,538.77. Chris answered through the General Fund. Chris continued by adding that if you go off the breakdown sheet he gave you, and you try to match this for your event, we should be in good shape again this year. One of Wally's responsibilities is to help find sponsors. He has had quite a bit of success with Timpanogos Story Telling Festival, and we are confident that he can do the same for Summerfest. Hopefully Wally can help with making the goal of going into "the black" this year. Leslie Anderson asked if we know what the inclusions are for this year's sponsors. Are do we still use the ones from last year. Chris Tschirki answered that should be ready to handout at the February meeting. City representatives will meet with Wally and go over that in great detail.

### **Guest – Vernon Stout, Founder of Freedom Vehicles**

Vernon's organization is very interested in participating in Summerfest this year. In the past, you have seen old military vehicles in the Orem Grand Parade and also a few of them in the park. Most of those vehicles belong to this group. They work with the American Legions and also George Stokes.

Vernon has restored many old military vehicles and have got them street ready. They are currently working on opening a museum. The whole project is to help young people to try and understand that freedom is not free and that someone has to sacrifice in order for us to have this freedom and to be able to live in this great country. They have done work with the Freedom Festival, Salem City, Scera, and have also went to grade schools.

What they are requesting is to bring anywhere between five to twenty vehicles, gear, tents and have a display area in the park and also to participate in the Grand Parade. Jill Winder asked for his contact information. His phone number is 801-427-7445 and his email is

[vstout@freedomvehicles.org](mailto:vstout@freedomvehicles.org) Peggy Philbrick asked if they would like anytime on the stage to do a short presentation/demonstration. Vernon commented that they have never done anything like that before, but he could take that back and see if there is an interest in doing this. Charlene Crozier commented that it would be a great addition, since it is Flag Day that weekend. We always have one gentleman that is very committed to honoring Flag Day and this would be a new experience for the Entertainment Stage and would probably be well received.

Chris Tschirki inquired about how much space they are requesting. Vernon commented that all vehicles are parade ready and they would like to participate in that as well as in the park the two days. Whatever space can be provided for them, they would plan according for. Jim Orr said that he would look at the layout in the Park and give them a space size if the committee wants to move forward with this proposal. Jim added that in the past we have had five of the vehicles and that has not been a problem. Jason Adamson told Vernon that a Scout Troop cannot sleep in the park for security reasons. The City does provide security in the Park on Friday night.

### **Events and Area of Responsibilities**

#### **Wally Harkness – Appreciation Dinner, Sponsors, Booklets**

Wally is a new member to the Summerfest Committee. His wife Annette has been a member of Summerfest and done a wonderful job. Wally will be over the Appreciation Dinner, finding sponsors, and overseeing the booklet with all members participating with this.

#### **Leslie Anderson – Baby Contest**

Leslie has been a member for the past two years, and has done a great job with the baby contest. She has received many compliments on the wonderful gift baskets and the fun prizes given out during this event.

#### **Peggy Philbrick – Entertainment**

*Entertainment:* Peggy is new to the committee this year and will be replacing Diane Asay, and she is also on the Arts Council. Charlene Crozier will work closely with Peggy with the entertainment for the stage for Friday and Saturday.

Peggy inquired about a budget to pay a couple of the key performers. Charlene answered that they were paid with money from the stage account budget. Peggy asked Charlene if this was an option to do again this year. Charlene commented that the budget is a lot lower and she will need to take some time and get back to her at a later date. Charlene added that it is difficult to find a good closing act without paying those performers something, but maybe we could find a sponsor for the Entertainment stage to at least pay the Friday night band a small amount for their performance.

**Rob Shaw – Car Show, Children's Parade**

Rob Shaw is new to the committee this year. Rob took a moment to briefly introduce himself to the committee. Chris and Jill took a moment to tell Rob about the events that he would be over. They would like to meet with him in the next week to go over it in more detail.

*Car Show:* Teresa asked Jim if he had any suggestions concerning the Car Show and how many vehicles should we allow this year. Last year we had around 60 cars and that was a good number for the space that is available for this event. After a short discussion Rob Shaw stated that he would keep the Car Show entries at sixty. Teresa asked if there is an interest in having a small entry fee this year to help cover some of the costs. Chris Tschirki pointed out that Lyle Hillier's position was not charge and just promote community involvement. With those things said, it is up to this committee to decide if they would like to charge a small entry fee. Some committee members felt that if they had to pay a small entry fee that it would become more of a commitment and helping to make sure that they actually came the day of the event. It was decided to continue this discussion at the February meeting and make the final decision.

**Kathy Pranger - Food Vendors, Breakfast**

Kathy is new to the committee this year. Chris, Jill, and Jim Orr will meet with her in the next couple of weeks and go over her area of responsibilities.

*Breakfast:* The breakfast is put on by the Rotary Club and it basically runs itself. Kathy is mainly the point of contact to make sure everything is running smoothly and answer any of their questions beforehand.

*Food Vendors:* After a discussion about adding a surcharge for use of additional power by many of the vendors, it is costing the City additional money for power cords, power boxes, and an additional generator, Wally Harkness made the proposal to charge a surcharge of \$75.00 for 50 amps and above as outlined on the new food vendor application form or if they come to the park and require additional at that time can be charged the \$75.00 fee for power. Kathy Pranger seconded the motion with all remaining committee members voting unanimously.

Kathy asked if the vendors you see along the parade route are they considered part of the parade or food vendors. Jill Winder answered that we do not have walking vendors along the parade route. If people are doing this, they are not permitted and should not be doing this. Kathy asked if we could consider doing this and charge them a fee. Jill stated that if we were going to allow this, the only ones that should be able to do this are the actual food vendors and Jill recommended that they be charged an additional fee to be able to do this. Teresa Horn summarized that it sounds like everyone seems to want to try this out, so maybe it is an appropriate time to take a formal vote on this.

*It was proposed by Kathy Pranger that an approved food vendor if they wanted to participate in being a walking parade food vendor as well, that they pay an additional \$100 and will be given badges to wear to identify them as an official vendor to sale along the parade route before and during the parade route, as long as it is permitted under the county food handling permit guidelines. Wally seconded the motion with all other committee members voting unanimously.*

Jason Adamson is going to verify that having vendors walking the parade route with food is accepted by the county under their food handling permits.

**Teresa Horn (Chair) – Boutiques, Community Booths**

Teresa is on her fourth year as a committee member on Summerfest. We appreciate her hard work and dedication.

*Boutique:* There are a total of sixty-eight booths with a wide range of goods for sale. Teresa is already getting phone calls about being a vendor.

*Community:* Community booths are very similar to the boutique booths in their setup, but their responsibility is to provide education about public services or about other non-profit organizations that provide services to the citizens. There are usually around twelve booths.

**Jim Lauret – Grand Parade**

ABSENT

Jim is over the Grand Parade. Each year there is around 100 entries.

**Kena Mathews – Student Marshals, Children's Crafts, 5K**

*Student Marshal's:* Kena has been on Summerfest the past couple years and does a great job in meeting with the Junior High's and receiving outstanding names from each of the schools for the Student Marshal's.

*Children's Crafts & Activities:* Kena is also in charge of the Children's Crafts and Activities. Each year she brings in face painters and balloon artists and is a crowd pleaser by the children. The past couple of years a hair school has also participated in doing basic hair styles on the children.

*5K Run:* At this time, Kena believes that they are not going to do the 5K with Summerfest. She will verify this and report her findings in the February meeting.

**Ryan White – Hospitality Tent, Food for Appreciation Dinner, AirMed**

ABSENT

Ryan works at Timpanogos Hospital and they are a key sponsor that provides the food for the Appreciation Dinner. They have also sponsored the hospitality tent for many years, but this year they may team up or find a new sponsor for the tent under their direction. Also they oversee the AirMed visits to the park.

**Discuss Theme and Potential Grand Marshal(s)**

Teresa started the discussion by stating Jill has passed out with your packets a list of Grand Marshal's through the years. Last year it was Alan and Suzanne Osmond with the theme "The Power of Harmony". Teresa commented that she realizes that no one has probably even started to think about this, but it is a key item that needs to be addressed and decided in the next meeting and finalized by March. So everyone has the assignment to bring in suggestions for the theme and names of possible Grand Marshal(s) to the February meeting. Chris pointed out that if you need any ideas to help get the ideas flowing, if you google community celebrations, event themes etc., this may help you find something you like.

### **Support Staff Updates**

#### **Pete Wolfley – Website, Social Media**

Pete said that this year he was going to setup an App for Summerfest that they can have on their phones. What would you like to see on this App.? People suggested the schedule of events, map of the park, who is performing on the entertainment stage, food vendors, boutique, parade route, parking suggestions, and a whole lot more.

#### **Jim Orr – Park Liaison**

Jim started that we need to look at purchasing approximately twenty street banners to replace those that have been damaged due to weather the past couple of years.

Also several of the larger banners used in the parade are in very bad condition and need to be replaced because they have been repaired so many times that they cannot be repaired anymore.

One of his biggest concerns is the food vendors and being able to provide adequate power. The last couple of years, the food vendors have been bringing their large trucks and trailers that require large amounts of electricity. We could eliminate a couple of vendors to help with this, but is that the direction the committee wants to go. Teresa asked Jim what he thought was a good number considering power requirements and setup space for the vendors. Jim answered thirty the maximum, but feels twenty-eight is better for that space.

This year Jim would like to propose that those vendors who use more than 50 amps would have an extra surcharge attached to their entry fee. This is to help offset the extra cords and power boxes that become quite costly in providing power. Each year we are getting more of the trucks and wagons that use more power. We are now up to using two generators and could almost go to three. Jim thought an amount between \$50.00 up to \$100.00. He would like the committee to consider this suggestion. If the committee decides to approve this, on the food application we should have an area that reflects this new change.

Jim Orr would like to visit the subject of people putting out tarps and blankets along the parade route starting on Friday instead of 5 days before. This is really hard on the grass, plus when they are staking the tarps down, many times they hit the sprinkler lines. One of the biggest concerns is who would police this. Margaret Black added that this was discussed several years ago, but nothing was done with this, and she felt it was due to mainly we do not have the man power to enforce or regulate this. Chris Tschirki stated that we could post signs, but it would need to be adopted by code by City Council. We will discuss again in February's meeting.

#### **Charlene Crozier – Entertainment Stage**

The Community Booths were in an awesome location last year and would like to see it be back in the same area as last year. Jim Orr commented that the layout will be very similar to last year, but plan on that same location and layout. They ran into some difficulties with the stage and the vertical banners. With the banners hanging down and being long and their location by the speakers, when it would get windy they would get looped over or blow into the performing area. They need to look into other options for doing some stage decorations or if they can find the money they would possibly do the horizontal banners that would be located at the top front of the stage.

**Jason Adamson – Risk Manager**

With everyone's different responsibilities with Summerfest, we need to make safety a priority when we are planning each event. With the unfortunate event that took place during the grand parade last year, Jason is suggesting that if we have any groups or programs that has an obvious risk, such as flames, an entertainment group performing with sharp objects etc., it would be in the cities benefit if they wrote up a risk management plan on how they will handle and identify their risks and how they intend to reduce and eliminate injuries to themselves and others around them. Jason recommends that this be submitted and reviewed before accepting their application in being a part of Summerfest. If you have any questions about an application that is submitted to you that you feel needs to be evaluated, please contact Jason directly. Wally Harkness asked if there is a form that they need to fill out for Risk Management, and if not can a basic form be made by you. Jason said that they just need to submit a risk management plan outlining what they are doing and how to prevent any possible accidents.

At this time, Teresa asked for motion to adjourn the meeting, with Leslie Anderson seconding and all voting unanimously.

**Adjournment, 6:37 p.m.**